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Transcript

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Christian Heathcote-Elliott (Public Health Wales) 0:03

Welcome to the webinar my name is Christian Heathcote Elliott and I am the Principal Public Health Practitioner for the Wider Determinants of Health Unit and will be your facilitator today.

Christian Heathcote-Elliott 0:14

Today's webinar follows on from a number of network webinars which have focused on approaches which view public health issues as complex problems arising in systems which are adaptive and unpredictable, and where there are multiple perspectives on what and how to change in the system for better health and well-being outcomes. I am therefore delighted to introduce Jessie Johnson, who is a Design Innovation Lead at the Design Council. Jessie oversees work in the public sector and social innovation space and is a certified agile programme manager and a human centered design practitioner.

Over the years, Jessie has worked with a range of organizations, including Guys and Saint Thomas's charity, the Local Government Association and the Health Foundation to build their design skills and capability to deliver better outcomes for patients and residents in the community. Before handing over to Jessie, just a few housekeeping rules.

After the presentations, there will be a chance for you to ask questions.

Please use the chat box to type your questions throughout the webinar and we welcome correspondence in English and Welsh.

The webinar is being recorded and will be made available on the network's website after the webinar and if you do experience any technical difficulties during the webinar, please put this in the chat and a member of our team will contact you as quickly as possible. I am now going to hand you over to Jessie which I'm hoping will be a stimulating presentation.

Thank you, Jessie.

Jessie Johnson (Design Council) 1:51

Thanks, Christian, and thank you so much for inviting me to speak today as part of Public Health Network.

So I think Christian's done a brilliant job of introducing myself so I don't hopefully don't need to introduce any further, but what I do hope today's session, you'll get out of it is a bit of a brief introduction to the Design Council, what we mean when we talk about design and also to introduce you to systems design?

So a little bit about the Design Council first, it was first created in 1944 by Winston Churchill's wartime government to tackle the post war economic recovery where the UK would need to produce high produce products which were attractive to both domestic and foreign markets. Our mission then was to promote by all practicable means the improvement of design in the products of British industry. Over the following decades the design council became the national strategic advisor for design. Skipping through a lot of our history, fast forward to today and we are still the national strategic advisor for design, we continue to champion the brilliant lead on new thinking, evidence the value of design and influence policy to create an environment for design to thrive, putting people and the planet at the centre of everything we design.

In 2021 we gave ourselves the mission of galvanising and supporting the 1.97 million strong UK design community to design with the welfare of the planet as a priority as well as people.

So practically what do we do? We publish world leading research, we develop thought leadership across sectors, we use all of this insight to influence government policy and we develop the next practice by in design. So our flagship research program, the design economy, continues to demonstrate the value of design to the UK.

This year's research is focusing on the social and environmental value of design. So our research, the last iteration of the design economy research makes the case at the national level about the value of design to the UK economy. So in 2019 the research demonstrated that the design economy contributed 97.4 billion in gda to the UK

economy it accounts for 1.9 million jobs and 1.4 million designers in the UK and the design economy is growing, it grew 15% since 2017 and that was despite the early impacts of COVID-19.

Jessie Johnson 5:11

Our work is diverse and covers the breadth of the UK economy, including place making, so supporting places to become resilient and prosperous in their transition towards zero carbon and becoming nature positive.

It spans across infrastructure, so working with national systems and supporting organizations to design for people and planet, we work with businesses to use design to transform their products and services, so they're prioritizing not only the people and profit, but the planet too.

Jessie Johnson 5:46

And we work right the way across social innovation, so creating equitable and inclusive pathways for communities in the green transition.

We use all the insight from our design economy research and from our work to all of that insight, evidence and stories to shape policy recommendations and develop national frameworks and respond to White paper.

Jessie Johnson 6:10

This helps us influence government policy. We also develop next practice in design through our work and our Design Council expert network, which includes over 400 design leaders.

We continue to develop, test and publish design frameworks with the aim of supporting organizations to understand and embed design thinking into their work. The latest of these is the systemic design framework which we published in 2021 and

plays a huge part in the our work to shift towards a carbon negative economy and society.

Jessie Johnson 6:43

And it's something I'll be introducing later on in my presentation.

So before I introduce systems design, I wanted to first cover off what we mean when we talk about design.

So design is everywhere. If you look around you right now, the laptop you're using, the table and chair you're sat at the services you have available to you on your phone, whether it's banking, social media, the NHS app, we're all surrounded by products and services that have been designed and we're all active members of systems.

So with this in mind, it shapes the world around us. We believe it's both a mindset and a skill set, and it's critical thinking and creativity combined.

Another way in which we articulate design is through the lens of or depiction of a pencil so for those designers out there, illustrators that you understand the nature of a 3H pencil and how important that is as a tool to be able to develop really beautiful illustrations, but we talk about it is bringing together the heads, so that's the problem solving mentality, the heart, so being people centered and the hand, so the practical skills that designers can bring to problems.

I really, really love this quote by one of our chairman of the times, at Design Council Sir George Cox, because I think it's a great articulation of design.

So design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers. Another one I really love from Innovate UK brings in more of like the human perspective of design.

Jessie Johnson 8:26

So design is the best tool we have for bringing that human perspective into the

innovation process and so plays a vital role in delivering outcomes that are more viable, desirable and usable.

 **Jessie Johnson** 8:37

So this lends itself, definitely in my experience in design, sort of the social innovation space working with communities and residents.

Jessie Johnson 8:48

So for those of you that aren't familiar with design process and the value of design and how design can be adopted and used across organizations at the Design Council, we use concepts from the Danish design ladder and Van Parter's book on rethinking design thinking to demonstrate the value and role design can play in addressing different challenges, so for those of you that don't know the Danish design ladder was developed by the Danish Design Center in 2003 and initially provided organizations with a tool to measure the level of design activity at play within a business from not being used at all, through to design being an integral part of business strategy, and in sort of another universe, but similar to that Van Parter's book on rethinking Design Thinking outlines 4 scales of design to demonstrate the value and role design can play in adjusting different challenges at different scales.

Jessie Johnson 9:43

So he talks about design one, which are small scale challenges, which is addressing looking at logos, posters and packaging, design level two is talking about medium scale challenges, so addressing products, services and experiences. Design Level 3, which is talking about large scale challenges, looking at addressing those challenges felt by organizations, systems and industries.

Jessie Johnson 10:07

And then the final scale is level 4, which is giant scale challenges.

So that's addressing communities, countries and planets.

So we bought those concepts together in the graph that you can see on screen.

So we talk about it from small scale challenges so addressing the design of things, so artefacts and objects through to giant scale challenges that span communities, countries, and the planet.

Jessie Johnson 10:32

So the design Council works across all these scales, supporting people's communities and organizations to use design in various ways.

Now, as many of you listening today might already identify, public health is one of those giant scale challenges, so we believe it requires a systemic approach or systems design.

Jessie Johnson 10:52

So now I've introduced design, how we talk about design and the value of design, I also wanted to introduce systems design. So I love this description of what a systems is.

Jessie Johnson 11:05

I think it pulls together. I've seen lots of different definitions, but it pulls together the essence for me of what systems design is and the essence of it.



Jessie Johnson 11:14

So a system is composed of multiple components of different types, both tangible and intangible. So they include, for example, people, resources and services, but they also include relationships, values and perceptions.

So systems exist in an environment, they have boundaries, and they exhibit behaviors, and they are made up of both interdependent and connected parts.

Social systems are often complex and involve I guess wicked problems which many of you will identify from a public health lens.

So what springs to mind when you think about systems?

A forest is a good example of a systems. They can be self regulating, but they can also be collapsed entirely. They have tipping points.

Systems have properties that exceed the sum of their parts.

So really old school example here of a telephone, one of the first but just showing the complexities of the system being bigger than the sum of their parts and not

being able to function or not being able to exist without all those different pieces at play.

Jessie Johnson 12:21

They are shaped by our ideas, values and belief. So people form the heart of systems and values and beliefs. And also different systems interact with each other, so this is an example of a systems map that was derived around foods, food poverty and insecurity.

Jessie Johnson 12:40

And it starts to highlight how connected a number of different issues are across the system.

So you have natural systems, technical systems, social systems, cause and effect and we believe design solves problems and design is best place to find solutions to these problems.

Jessie Johnson 13:02

So now I've introduced the concept of systems which have been in existence since the beginning of time, I wanted to introduce you to our recent work in systems design, which is still an emerging design field and practice, now as a national strategic advisor on design, part of our work is about simplifying the complex and democratizing the power of design to enable everyone to engage with and benefit from the value it can unlock.

So one way in which we do this, and I've already alluded to it earlier in my presentation, is to publish frameworks.

So we have a rich history in developing globally recognized frameworks. One of the most recognized of these is the double diamond, which was developed in 2004 and was one of the first articulations of the design process, and it continues to be taught across the globe today.

The double diamond, for those of you that don't know, supports anyone using it to first look at the problem they're addressing, making sure it's the right problem to be addressed before spending time collaboratively testing and designing solutions for that problem.

But the limitation that we feel is that it's still the problem solution focused.

So what's the implication of that in the context of complex and wicked challenges such as public health or the climate crisis where no single individual organization or sector can act alone to achieve impact?

That sort of started our inquiry into the systemic design framework.

So why did we develop it? With the launch of our new Design for Planet Mission, which aims to mobilize the design community, public and private third sectors to design for both people and planet, we launched an inquiry in 2020 that looked across the design economy to understand how design was being used in different ways.

So this included the design of regenerative built and natural environments.

How local councils were delivering their services and stewarding, acting as stewards in their areas towards better environmental outcomes and supporting businesses that seek to embrace more sustainable choices that put both people and planet on an equal par with the pounds and profit.

So some of the key insights, fast forwarding, a lot of research in that space, but some of the key insights highlighted the need for a simplified framework that enabled designers from different disciplines to come together with non-design professions, communities, business leaders and public sector leaders to undertake systems work. So the systemic design framework supports best practice and structure the design journey before sharing a bit more detail on the framework elements, it's worth emphasizing that good design happens in multiple different ways and with multiple different approaches. So this is not the only way to do systems design, nor is it intended to outline that way.

However, as a framework it brings together key qualities and approaches that we've been seeing to be particularly important when addressing systems challenges.

So we encourage people to engage with it, use it, adapt it to suit the work that you're leading.

So the framework still has the double diamond design process at its heart, but rather than distilling down to a specific solution or outcome, it recognizes that to shift entire systems, the emphasis is on generating pockets of innovation.

So opening up the innovation space to create a bigger movement. I guess on the diagram on the screen, that's what we talk about creating and catalyzing, catalyzing innovation and continuing the journey.

So knowing it's not just a single solution that's going to solve complex systems challenges rather than it's a movement of bringing together lots of brilliant ideas to shift the system towards new ways of thinking, working, and believing. Then on the flip side of that, from the outset of the work the systemic design framework, acknowledges spending more time on developing a shared vision of what the future could look like and being really hopeful about that and developing a clear mission from the start.

So that your journey is positive from the outset and is driven by a series of values. The framework also emphasizes 6 principles that inform values and orientation of any work in this space.

So it emphasizes being people and planet centered, focusing on the shared benefits of all living things.

It's it emphasizes inclusivity and welcome difference, so creating safe shared spaces and languages to bring in multiple perspectives.

It talks about zooming in and out, so going from the micro to the macro, from root causes to a hopeful vision, from the present to the future and from individual to the system.

It also emphasises collaboration and connections, so seeing your work in a wider movement for change.

We also talked about testing and growing. This is a fundamental design principle, so making things as tangible as possible for people and testing ideas early and often to demonstrate how they might work and help more people connecting with your work. And it also emphasizes circular and regenerative principles, so focusing on existing assets, both physical and social, and thinking about how we can reuse, nurture and grow these.

So the framework also emphasises and introduces 4 characteristics or key roles that any systems works should embrace and needs to consider.

So we think that there needs to be a systems thinker, so someone who has the ability to see how everything is interconnected in a bigger picture and zoom between the micro and macro and across silos, it values leadership and storytelling.

So someone who can tell a great story about what might be possible and why, and it's important to get buy in from all levels and have the tenacity, the drive, the passion to see the work through.

It emphasizes the designer and maker, so someone who understands the power of design and innovation tools, has the technical and creative skills to make things

happen and put these to work early and early on in the work.

And it also highlights the role and value of a connector and convener. So someone with the ability to build relationships can create spaces where people from different backgrounds come together and join the dots to create a bigger movement.

Jessie Johnson 19:58

So in summary, it's an expanded and evolving design process that and in an emerging design field ourselves, but what we've done is build the design process as the heart of it, so a double diamond. It emphasizes or encourages anyone engaging to embrace 6 principles throughout any of their work, and it highlights the types of individuals, roles and mindsets required. So the four characteristics of change that enables systems change.

So now I have briefly introduced this systemic design framework, I wanted to introduce an example of how we're applying this framework in practice through a current program.

So we're currently working in partnership with the Health Foundation, Local Government Association, and quarter Sprite on the shaping places for Healthier Lives Program, which is funding 5 places across England to take system wide action on the wider determinants of health.

Each of the five sites is addressing a specific place based challenge that aims to improve health and well-being outcomes.

So the systems that are being looked at include food poverty and food insecurity, creating the conditions for safer and stronger communities and supporting communities to improve their mental health and wellbeing.

Now our role within this, as the delivery support partner is to maximize the impact that the five local authorities can have in their local systems by providing practical expertise on systems approaches, systems and service design and partnership working.

So there's sort of three key areas.

We have the systems design resource and expertise that gained through our network.

We simplify the complex, hopefully, via our systemic design framework and critically,

I guess we understand that mindset behaviors and ways of working are as important as the outcomes themselves.

So I wanted to end today's webinar with an example of how systems change happens in practice to highlight the importance of working at the hyper local level or micro level while not losing sight of the macro level changes you want to see.

So, one of the stories is taken from one of the projects that we're supporting through that program in the Heart of Blythe.

And the local authority working there had enabled or have been allocating out micro grants to across 22 local community organizations.

One of those in receipt of a micro grant was a local boxing club and now to a certain extent you're thinking, how is this systems change?

So what this demonstrates I guess, there's a photo on screen at the moment in the middle, that's George sat in the chair.

And what George did, he was a patient of the NHS and he went on to a support or engage in seated boxing.

So he was a recipient of the micro grant, so the local boxing club used that Micro grant to buy steady chairs, so enabling less mobile members of the community to take part in boxing safely.

So that's the picture in the middle of George, who was too overweight to have vital surgery. Through seated boxing, he lost 11 stone and qualified for his operation that he was on a waiting list for and couldn't qualify before.

What's more, once he returned to boxing four days post-op, it was being so effective in rehabilitating him that he didn't need to receive physio, reducing the strain on the NHS.

So he was signed off four days after his operation through the power I guess of seated boxing.

So through personal stories like this, the boxing club have built up their credibility locally to the point where they're now educating NHS nurses on how to effectively rehabilitate their less mobile patients, energized by the impact they were having on individuals in the community and the results they were witnessing first hand, the boxing club were keen to demonstrate the impact of seating boxing to central

government, with the vision and ambition to scale this approach across the country, to reduce pressure on the NHS while building strength and resilience in their local community.

At the same time that all of this is happening, they connected with Newcastle University as a local actor as they knew to influence national policy, they needed an evidence base.

They have successfully secured involvement of the university and now we're developing a White paper to present to government.

So this story hopefully demonstrates the ripple effects of change within systems. So over the course of a year, what started off as a local success story and micro grant, a local success story has now had the potential to change how we rehabilitate patients at the national level.

And this is only one of more than 20 more local initiatives that were supported by the micro grants.

So imagine the collective change and impact that the Council will see and the Heart of Blyth project will see over the coming months and years if each one of these stories is the catalyst to mobilize new systems.

Jessie Johnson 25:22

Thank you.

Christian Heathcote-Elliott 25:26

Thank you, Jessie, lots of information there.

Firstly, I'm just going to have to send apologies as there was some technical issues again with people joining our webinar today, so apologies for that but Jessie's presentation will be made available after this, and if you'd like to put any questions that you may have in the chat box, please, that would be great.

I've got a couple of questions Jessie, just listening to that it was really interesting and I just scribbled down your comment about simplifying the complex and I think that's often a real challenge, isn't it?

So I just wondered about any reflections, we're starting to do some work around using system tools and things like systems mapping and they show the complexity, but it's how you might communicate that in a way that speaks to people.

So I just wondered if you had any thoughts about that or any experience in the Design Council.

Jessie Johnson 26:27

Yes

So one thing and I'll speak from the shaping places for Healthier Lives programme, mainly because that in the context of the work or the audience we've got on today, that makes most sense.

Jessie Johnson 26:38

I think for me specifically when we're working with five of the sites across England, we were talking about understanding what's within your control.

So number one is understanding who are the local actors within the existing system and having a clear understanding of that and then number two is drawing boundaries around, OK, this is the part of the system that I can see change within and have influence and the power to change, and this is outside of my remit but not stopping there and saying OK, if this is outside of my remit, what are the local actors or assets?

Jessie Johnson 27:13

Do we have available to us that we can then mobilize that other organization, that other community, that other individual, whoever it might be, or business that will be able to support us with something that sits slightly outside of our influence within the current system?

But it's definitely an interdependency on us achieving our vision.

So I think it comes down to that there was a real simple mapping or an understanding the existing actors at play, mapping the assets that you have in your local area, understanding where your boundaries are.

So what's within our power to influence and what sits without our power outside of that power?

But then not stopping there and saying OK, well, whose power is it to influence and how can we engage them with this?

And that's where it comes, I guess full circle the power of storytelling and having a really compelling vision to be able to bring people on that journey with you.

Christian Heathcote-Elliott 28:09

Thanks and we've had a question on a really brilliant case study you gave there, so did you apply the Design Councils frameworks for that particular piece of work?

Jessie Johnson 28:21

Yes, we did.

So yes, the reason why I'm apprehensive is the way in which we apply our frameworks tends to not be going in and saying this is the framework, use it. It actually starts with talking to the teams and building skills, introducing them to new tools, ways of working, building up relationships locally before we get to a point and say, well, actually, tada, you've been working to this framework. It's been really helpful for us as partners to have that in the back of our minds and the language available to anyone doing system design to be able to hook their work on.

But we don't sit down and would say, I think this is often a bit of a misconception when working with frameworks, it's not something we sit down and we go through and we actively use with any of the teams or organizations we are engaging with, it very much drives the principles, the tools, the process, the practice side of things and then the end when people are building up their confidence to be able to work in new ways it's saying this is this is what's been underpinning your work.

Christian Heathcote-Elliott 29:32

Thank you and I've got another question here and it would be great to hear any thoughts on how you assess the impact of a project across a system.

So I think, and the word I heard you use was ripple effects, which jumped to mind. But any thoughts or thinking about the effects and the impact over a system, how you would evaluate that?

Jessie Johnson 29:56

Yes so evaluations are really complex one, especially when it comes to systems change, so I don't think anyone has cracked it yet. What I would say it's about for me definitely it comes down to looking at the small changes. What are the small changes you can see across a period of time to be able to demonstrate and communicate that impact. So it kind of flips it on its head slightly, but for me, I think it always starts with, so the example of a Heart of Blythe for those 20 different organizations we're

working with each of those to plot the changes that you're seeing and be able to apply that lens retrospectively and say, here's your collective impact. How do we bring you together to demonstrate that collective impact?

So I say that on a really micro level. The second piece is I think really broadly the way in which funding is allocated and organizations are set up, there is a long journey to be done in terms of how we communicate. What does evidence mean and impact? And I think as a nation, we're still on that journey.

I had a really fascinating conversation with the New Zealand Government, who were talking about what is the indicator of success there. It's talking about the health and well-being of people, and that's how they're flipping everything within their organization, well within the government and organizations they're working with it. So I think a macro level, we've got a long way to go because I think it switches what does good look like for us as a nation but I think there's things we can see within existing programs and projects, if that makes sense.

Christian Heathcote-Elliott 31:39

Yes I guess a related question to that, any tips for capturing those kind of small incremental changes as you go along the journey?

Jessie Johnson 31:49

Yes so I think one thing that some of the sites have been doing really actively is actually sometimes you get tied down in the day to day and moving things forward and I know it's a highly pressured stretched environment, but actually taking the time regularly to stop and pause and actually look at those opportunities.

So this team, for example, Heart of Blythe, when we sat down with the team at the local authority within public health, it was almost like us trying to be able to coming from the outside in being able to help them navigate what those incremental changes were.

Jessie Johnson 32:26

And I think half the time it's also taking that step back from the day to day. So in that instance, we just look really practically mapped all the 22 local

communities and started just talking about stories, the emphasis was on stories. What are they telling you, and then we started to talk about and pull out and tease out what are the changes we're seeing and let's dig into this a bit more. We don't actually understand this and how this came to be, so let's have a look at that part in a little bit more detail, hence why the boxing story that has built over time.

Jessie Johnson 33:03

I mean that was a very nice articulation I feel, of the ripple effects of systems change, but don't underestimate that's taken over a year from the micro grant landing, to them improving their service offering for the local community, to them being able to see some of the impacts happening to individuals and residents in their local area to then being able to say actually now NHS are really interested. What's going on over here? Why is that happening? And then retrospectively weaving that story along?

So I think there are a little practical tools and tips you can do, one of those is stop, pause, reflect, try and take a step back from the day to day.

I appreciate that's rich when you're really, really stretched and there's a million things flying your way, but the value that brings definitely when you're driving forward a change is really instrumental and then also not underestimating I guess the time it takes, but also the value of being able to potentially bring in someone outside to be able to help you draw those links and act as a bit of a, I don't want to say interrogator, but yeah, it's interrogating. So why was this? So what happened there?

Christian Heathcote-Elliott 34:15

OK thanks Jessie.

Here's an interesting question. I think it was something that we've pondered internally in our team, so if you were asked what was the unique selling point or the ingredient of the systems design in comparison to other approaches which are systems thinking or systems approaches because I know there's a lot of different terms around this, so if you're going to say what's the unique bit of design plus systems thinking?

Jessie Johnson 34:46

I would have to say it probably comes down to the principles that support it. So systems design, I think is making things really tangible, practical, accessible for everyone. So it brings in that common language, a common framework, a common set of ways of working to enable people to move through, that sounds really terrible, but move through the complex, move through the complexity. So without wanting to get into, because there is a whole world in the back of my head at the moment, without wanting to get into the debate around systems thinking, systems design and the terminology there, I think the main ingredient for design and it's anything, it's making things tangible, practical, bringing people together. So emphasizing the collaboration and co-creation, I would say being people and planet centered. So it's focusing on that and as well as moving through a design process.

Christian Heathcote-Elliott 35:51

OK and just another question for me actually, I was really interested when you put those key 4 characteristics and there's something which often in public health practice, we're putting together more common, so that systems thinking, the leadership and storytelling design and connecting and convening.

And I thought, what's your observations around, is that something that if you were doing some partnership work, you might actually be the architect to thinking who brings those different qualities? Or is it something a qualities which could be in one person? Is it in teams? How would you think that through?

I'll just wondered your thoughts on that.

Jessie Johnson 36:30

Yes, so I think that's a really, really great question. That's something we're exploring more expansively, actually at Design Council.

So I think yes, it could be an individual role within a project team or doing some work to move something forwards. But I also think what's fascinating for me is actually when you're bringing together groups of organizations and thinking about who is that systems designer within the partnership, who's going to hold everyone to account and enable that sort of systems piece to come to fruition?

I don't want to presuppose and say we've got the answers to everything, but that's

how we're starting to think about our partnerships and relationships at Design Council. So at that macro level, before you engage in any work before you're talking about, this is the vision, this is the future, this is what we're working towards.

It's thinking about what are the roles that we embody?

What are the systems and actors and powers and influences that organizations, individuals bring to this group, that where we can start seeing ourselves as that system as well? We're enablers, sometimes even barriers and blockers of our own system. So how do we think about that before even getting into the work and constructing partnerships around that?

Christian Heathcote-Elliott 37:42

Thank you, yes it's really fascinating and I've got another question. And there any specialist roles that you think public sector organisations should be employing in-house to help design good services or create change within systems?

Jessie Johnson 38:02

Yes, it's a really good question. I'm seeing it more and more, definitely I can speak more to England mainly because that's predominantly where a lot of the work that I've led has focused, but for example, four or five years ago, I wasn't seeing any roles that had nods to or explicitly talked about design.

I've now recently in the last few weeks come off a call with a head of care design, so I think there are things that can be done, roles that can be employed.

I think it might be my ultimate dream, having this team of systems designers within local authority would be amazing, but I actually think that also undermines the value of everyone understanding the role and value of design and systems design.

So I don't actually think it should be just one person's sole responsibility.

And I mean just one person, a group of. I think it has to be understood and I think that's exactly what the Design Council Design Economy Research is trying to emphasize. It's trying to say that the value of design needs to be understood right the way across the UK economy and UK government, but we won't go down that route, but really emphasizing where it is undervalued and actually campaigning and advocating for more design to be moved into that sector.

So in a roundabout way, I think definitely it's a brilliant, positive move forward to see these roles coming into local government and I think it's definitely a requirement, but

it doesn't go enough. It's not just that's the solution. I think it needs to be embraced and embedded right the way across organizations.

Christian Heathcote-Elliott 39:36

So I guess some of these roles could almost be like catalysts in a way.

Jessie Johnson 39:41

Absolutely, and that is a big load to bear when you know coming into an organization, especially in the public sector with loads of competing priorities. Definitely I welcome that shift and I've started to see it more and more over the last five years, definitely in England.

Christian Heathcote-Elliott 39:57

Yes and then a similar question, is there any sort of training or CPD courses around the systemic design framework or generally design principles that are accessible?

Jessie Johnson 40:15

Yes there are loads and what I can do is get back to you on that rather than reel them off those but predominantly mainly on human centered design, design thinking, but they're all pretty much around that. Systems design, really interestingly, there are organizations that are moving into that space, but as it's an emerging design practice, I mean, systems have been around for centuries, but it's an emerging design practice, there's less providers in that space, but happy to share some with you.

Christian Heathcote-Elliott 40:40

That would be really good and we can share that with all the attendees today as well. So a question I was just thinking about is has the Design Council or have you done any work in Wales as yet or are you aware of any work that's been taking place?

Jessie Johnson 40:46

I'm sure we will have done work in Wales, but I don't know of any at this point in time, but that might just be my isolated remits of design council, but one of the flagship programs that I've been leading at Design Council is the design and public

services program, but it's predominantly England focused, but that's not to say the approaches, the tools, the techniques definitely can be applied anywhere.

Christian Heathcote-Elliott 41:25

I don't think we got any more questions now, so I don't know if there's anything final you wanted to share with our audience today, any final thoughts?

Jessie Johnson 41:35

Well final thoughts, number one, I really hope that you've learned something today and found some of the concepts I introduced helpful. I'm always open for anyone to reach out to me separately, so I think my email was shared, if not, we can share it with you, but just really engage or want to connect with like minded people trying to make a change, specifically around systems design. So we're also on a journey with it. The systemic design framework is one version of the framework, very much it's an active live piece of work for us.

Christian Heathcote-Elliott 42:11

Great thank you, and just popped in the chat is that Nesta's healthy life mission is involving system design in Wales, so that's something I didn't know about, that's really interesting.

And so for everyone, thank you very much for attending today. Really sorry we had technical issues again, but we will be sharing all the materials with you so if you missed the first part of the presentation please look over it again and we'll just be sending you a link for a short evaluation, which we would really appreciate.

Thank you, Jessie for giving your time up today, and if you're not already a member of Public Health Network Cymru, please do join, and if you have any future thoughts for webinars, please let us know.

Diolch yn fawr, thank you for your time today.